

**ABSTRACT**

The present invention provides a system and method of selecting a complimentary multi-media effect for activation in a wireless communications device. A user or service provider creates a picklist comprising a list of complimentary multi-media effects available to the wireless communications device. A complimentary multi-media effect from the picklist is automatically selected for activation upon the receipt of a predetermined event, such as an incoming call. Thereafter, the selected complimentary multi-media effect is automatically changed to a new complimentary multi-media effect that is also selected from the picklist. Upon the receipt of a subsequent predetermined event, the new selected complimentary multi-media effect is activated. A processor within the wireless communications device or in an external network may perform selection of the complimentary multi-media effects from the picklist.